

Message Text

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PAGE 01 LONDON 08572 311656Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----024098 010610Z /11

R 311641Z MAY 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 6673
INFO AMEMBASSY BONN
AMEMBASSY BERN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY THE HAGUE
AMEMBASSY PARIS
AMEMBASSY ROME
AMEMBASSY STOCKHOLM

UNCLAS LONDON 08572

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: TEMPS: CASE NO. CON 0100 - WICO CORP

REF: (A) STATE 091897; (B) STATE 120712; (C) LONDON
7909

1. POST REPEATS REFTEL (C) FOR INFORMATION OF INFO
POSTS LISTED ABOVE.

"PARA 4 REF A INDICATED POST'S TASK IN SUPPORTING TEMPS
WOULD BE FILLING IN GAPS IN BED/OES MARKETING PLANS
WHERE SOME ELEMENT OF MARKET INFO IS INCOMPLETE.
EVIDENT IN THIS FIRST CASE HOWEVER THAT GAP AT WASHING-
TON END IS TOTAL IN TERMS OF FOREIGN MARKETING INFO;
UNFORTUNATELY SAME IS TRUE FOR EMBASSY. AS INQUIRY
IN THIS PRODUCT FIELD IS WITHOUT PRECEDENT, POST RES-
PONSE WILL REQUIRE EFFORT CONSIDERABLY IN EXCESS OF
ONE PERSON-DAY FORESEEN IN PARA 6 REF A. NEVERTHELESS
WE EXPECT TO RESPOND IN USEFUL DETAIL BY MAY 26.
(SPECS FOR OPERATIONS MARKET RESEACH NOW UNDERWAY ON
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"CATERING & FAST FOOD EQUIPMENT" UNFORTUNATELY MAKE
NO REFERENCE TO COIN-OPERATED MACHINES).

2. REFTELS RAISE QUESTIONS BOTH PARTICULAR AND GENE-
RAL. RE FORMER, PARA 1, REF A DESCRIBES TEMPS AS
SERVING "SMALL, MEDIUM AND MINORITY-OWNED US COMPAN-
IES. " WE NOTE FROM 1978 "THOMAS REGISTER" THAT AP-

PLICANT FIRM IS "AAAA" RATED, WITH EAST AND WEST COAST BRANCHES COMPLIMENTING MIDWEST HEADQUARTERS. D & B MILLION DOLLAR DIRECTORY FOR 1978 SHOWS SUBSTANTIAL EMPLOYMENT AND ANNUAL SALES OF 13 MILLION DOLLARS. NOTHING IN DIRECTORS' NAMES SUGGESTS THIS FIRM QUALIFIES FOR MINORITY TREATMENT. IN VIEW FOREGOING QUESTION RISES WHETHER REFERRAL TO COMPETENT, REASONABLY PRICED UK AND US SUBSIDIARY MARKET RESEARCH FIRMS HERE SHOULD NOT BE MADE, PARTICULARLY WHERE USEFUL JOB PROBABLY WOULD COST ONLY TWO OR THREE THOUSAND POUNDS. THIS SEEMS SMALL EXPENDITURE FOR FIRM OF THIS SIZE STUDYING MAJOR POTENTIAL MARKET HAVING CLOSE US BANKING RELATIONSHIPS, NO LANGUAGE PROBLEM, ETC. (IN ADVANCE OF MARKET INVESTIGATION BY POST, WE ARE NOT SUGGESTING THAT SUCH POTENTIAL EXISTS).

3. THIS FIRST TEMPS INQUIRY ALSO RAISES BROADER QUESTIONS. VERY NATURE OF TEMPS EMPHASIS APPEARS TO RUN CONTRARY TO TARGET INDUSTRY THRUST OF RECENT CCP YEARS ON ESTABLISHED, EXPORTING INDUSTRIES, SO THAT FUTURE TEMPS QUERIES PROBABLY WILL FIND NO USEFUL INFORMATION ON FILE IN DOC OR ABROAD AS IN THIS CASE; THUS, MOST OF THESE OUT-OF-STREAM INQUIRIES WILL REQUIRE MAXIMUM EFFORT AT DOMESTIC AND FS ENDS.

4. AS REGARDS THIS POST, DEFINITION OF QUALIFIED UNCLASSIFIED

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FIRMS, (AND CIRCUMSTANCES DESCRIBED IN PARA 2 SUGGEST BETTER SCREENING IS REQUIRED) MAKES IT CLEAR THAT FEW IF ANY APPLICATIONS WILL FAIL TO IDENTIFY UK MARKET AS OBJECTIVE, DUE GENERAL SIMILARITY OF US/UK MARKETS, COMMON LANGUAGE, AND BANKING TIES. PARA 8 REF A FORECAST OF 200 PLAN ANNUAL LEVEL WORKS OUT TO NEARLY ONE WORK YEAR ON OPTIMISTIC ONE PERSON-DAY PER STUDY BASIS. HOWEVER, IF HITHERTO-UNTREATED INDUSTRIES SUCH AS SUBJECT OF REF B ARE TO BE TYPICAL OF TEMPS INVESTIGATIONS, 50-75 PLAN ESTIMATE FOR FY 1979 TRIAL PERIOD WOULD BE BETTER BE SEEN AS 150-225 PERSON-DAYS, FOR WHICH PRESUMABLY NO ADDITIONAL RESOURCES COULD BE AUTHORIZED.

5. FROM ABOVE, WE CONCLUDE THAT TEMPS PROGRAM NEEDS SOME RESTUDY AND RECOMMEND CONSULTATION WITH POSTS BEFORE FURTHER TASKING IS IMPOSED."
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